

REMARKS

Claims 27-42 are pending. Claims 27 and 36 are in independent form.

Applicant thanks the Examiner for the courtesy of a telephone interview granted to Applicant's representative on May 10, 2007, at which time claim 1 was discussed. In particular, the differences between "accessible" content and "discarded" content were discussed.

As shown above, claim 1 has been amended to recite that "accessible content is content that is to be output to client displays" and "discarded content is content that is not to be output to client displays." Claim 36 has been amended to recite that "accessible content ... is to be output to a client display" and "inaccessible content ... is not to be output to the client display." Any ambiguity regarding the accessibility of content is thus believed to have been removed.

Further, claim 1 has been amended to explicitly recite that the first identifier is broadcast in association with the digital cable content. Claim 36 has been amended to explicitly recite a transmitter that is to broadcast content in association with an appropriate group identifier. Any ambiguity regarding these broadcasts is thus believed to have been removed.

In the Office action mailed March 12, 2007, the Examiner pointed out that the status identifier labeling claim 33 in the response filed January 17, 2007 was incorrect. Applicant apologizes and thanks the Examiner for advancing prosecution despite the error.

As discussed in the response filed January 17, 2007, U.S. Patent No. 6,718,551 to Swix et al. (hereinafter "Swix") and U.S. Patent No. 5,961,603 to Kunkel et al. (hereinafter "Kunkel") neither describe nor suggest features recited in the claims.

For example, Swix does not involve maps that associate identifiers of clients in a digital cable broadcast system with identifiers of groups of two or more clients. In an interactive session, Swix's set-top boxes appear to be unaware of any demographic assignment as they receive targeted advertisements that have been placed in insertion slots by file server 102. In a broadcast environment, Swix's file server 102 must tell each set-top box where to tune and for how long. Such instructions do not constitute a map that associates identifiers of clients with identifiers of groups of two or more clients.

Kunkel also does not involve maps that associate identifiers of clients in a digital cable broadcast system with identifiers of groups of two or more clients. In Kunkel, downstream communications returned by Kunkel's communications

controller 70 are individually addressed to each set top converter box 20. There are no identifiers of groups of two or more clients.

Swix and Kunkel thus both fail to describe or suggest the same features. Even if Swix and Kunkel were combined, one of ordinary skill would not arrive at the subject matter recited in claims 27 and 36.

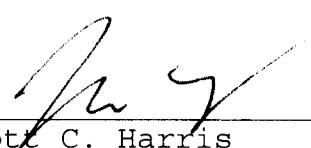
Accordingly, claims 27 and 36 are patentable over Swix and Kunkel, alone or in combination. Applicant therefore requests that the rejections of claim 27, 36, and the claims dependent therefrom be withdrawn.

It is believed that all of the pending claims have been addressed. However, the absence of a reply to a specific rejection, issue or comment does not signify agreement with or concession of that rejection, issue or comment. In addition, because the arguments made above may not be exhaustive, there may be reasons for patentability of any or all pending claims (or other claims) that have not been expressed. Finally, nothing in this paper should be construed as an intent to concede any issue with regard to any claim, except as specifically stated in this paper, and the amendment of any claim does not necessarily signify concession of unpatentability of the claim prior to its amendment.

No fees are believed due at this time. Please apply any charges or credits to Deposit Account No. 06-1050.

Respectfully submitted,

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